

This class is the foundation course for all Graphic Design Pathways. Students will use a MAC computer that includes the Adobe Creative Suite software. Graphic Design includes technologies of printing, publishing, packaging, electronic imaging; and aesthetics that include typography, visual arts, and page layout.

Unit 1: Orientation

- A. Pretest/KWL
- B. Overview of Graphics
- C. Procedures (Syllabus/Handbook)
- D. Sketching/Hand Lettering/File Folder
- E. MAC 101
- F. Letter-Business Format/Workflow
- G. File Formats, Raster vs. Vector
- H. Measurement
- I. Summative Video Project-"About Me"
- J. Unit Summary Questions

Unit 2: History & Print Processes

- A. History of Printing/Major Contributors
- B. Printing Processes
 - 1. GOLDS foldable
 - 2. Print Process Videos
 - 3. Identify Printed Samples
 - 4. Print Process Matching Game
- C. Production Job Flow (enrichment)
- D. Unit Test
- E. Unit Summary Questions

Unit 3: Design & Illustration

- A. Elements of Design Vocabulary
- B. Adobe Illustrator Basics
 - 1. Ai Videos/Tool Identification
 - 2. Basic Tools Demo-Review Elements
 - 3. Ai Type- Name/Visual Word
 - 4. Ai Apply Elements of Design
- C. File Formats Review-PDF Ques/Quiz
- D. Color - CMYK vs RGB
- E. Elements of Design Projects
 - 1. Ai Houses-lines, shapes, colors
 - 2. Basic Shapes Quiz in Illustrator
- F. Design Principles
 - 1. Vocabulary
 - 2. Historical Artists Research
 - 3. Abstract Pattern Designs
 - 4. Symbols -Landscape/Scene Design
- G. Illustration Projects
 - 1. Greeting Cards
 - 2. Pen Tool/Layers
 - 3. Cartoon Project
 - 4. T-Shirt Design (extra credit)
- H. Unit Summary Questions

Unit 4: Copyright & Ethics

- A. Ethics
- B. Copyright
- C. Infringement
- D. Counterfeiting Issues
- E. Poster Design
- F. Unit Test
- G. Unit Summary Questions

Unit 5: Safety

- A. General Guidelines (OSHA, MSDS, PPE, Ergonomics)
- B. Safety in Graphics
 - 1. Chemicals/HMIS
 - 2. Emergency Drills
 - 3. Fire Types/Hazards
 - 4. Safety Color Codes
- C. Equipment List/Floor Plan
- D. Unit Test
- E. Unit Summary Questions

Unit 6: Typography

- A. Type Classification -Videos
- B. Evolution/Anatomy of Type
- C. Expressive Type
- D. "Grams" -Ideograms/Pictograms
- E. Character Formatting/Alignment
- F. Logo/Ligature Development
- G. Type on a Path -Videos (Glyph Face/Typography Portrait)
- H. Unit Test
- I. Unit Summary Questions

Unit 7: Employability Preparation

- A. Career Overview
- B. Career Poster Design
 - 1. Concept Sketching
 - 2. Advanced Illustration/Layout
 - 3. Gallery Walk/Critique
- C. Guest Speakers
- D. Employability Skills Evaluation (Each 6 Weeks)
- E. Unit Summary Questions

Unit 8: Image Editing

- A. Photoshop Tools/Vocabulary
- B. Image Editing in Photoshop -Videos
 - 1. Selections
 - 2. Adjustment Layers
 - 3. Color Correction
 - 4. Clone
- C. Photoshop Quiz
- D. Unit Summary Questions

Unit 9: Page Layout & Output Processes

This entire unit may count as extra credit or enrichment opportunities

- A. Stages of Layout (Thumbnails, Rough, Camera Ready)
- B. Measurement Application
- C. InDesign/Page Layout -Videos
- D. Greeting Card or Notepad Project
- E. Digital or Screen Printing
- F. Basic Bindery Techniques
- G. Unit Summary Questions

Unit 10: PORTFOLIO

- A. Research Portfolio Options
- B. Critique Work
- C. Create Portfolio File Structure
- D. Develop a Digital Portfolio (webpage)
- E. Self-Reflection
- F. Unit Summary Questions
- G. FINAL EXAM

INSTRUCTOR INFO:

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